

## Message Text

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ORIGIN EUR-25

INFO OCT-01 ISO-00 COME-00 USIE-00 CIAE-00 EB-11 INR-10

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DRAFTED BY EUR/EE:EESEGALL: D  
APPROVED BY EUR/EE:JABAKER, JR.  
COM:RRICE (SUBS)  
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EUR/EE:EHURWITZ

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O 061959Z MAR 74  
FM SECSTATE WASHDC  
TO AMEMBASSY SOFIA IMMEDIATE  
INFO AMEMBASSY VIENNA IMMEDIATE

UNCLAS STATE 044848

VIENNA FOR EWTC AND REX

E.O.11652 N/A  
TAGS: BEXP, BU  
SUBJECT: US PARTICIPATION IN PLOVDIV FAIR 1974

REF: SOFIA 294

1.SAMPLE OF LETTERS MAILED MARCH 4 TO FIRMS LISTED IN  
SOFIA 263: BEGIN TEXT. ON BEHALF OF THE UNITED STATES  
GOVERNMENT AND THE AMERICAN EMBASSY, I WISH TO DRAW YOUR  
ATTENTION TO THE OPPORTUNITIES AVAILABLE TO AMERICAN FIRMS  
TO PARTICIPATE IN THE 1974 INTERNATIONAL TRADE FAIR HELD  
IN PLOVDIV, BULGARIA, SEPTEMBER 3-10. THIS YEAR THE  
UNITED STATES GOVERNMENT WILL MAKE AVAILABLE ITS  
NAIONAL PAVILION TO SELECTED AMERICAN COMPANIES TO  
DISPLAY THEIR PRODUCTS.

THE PLOVDIV FAIR, THE LARGEST INTERNATIONAL EXHIBITION  
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IN BULGARIA, PRESENTS A UNIQUE OPPORTUNITY TO AMERICAN

FIRMS TO MEET A WIDE RANGE OF BULGARIAN CUSTOMERS, BOTH  
END-USERS AS WELL AS GOVERNMENT AND FOREIGN TRADE  
OFFICIALS. THE BULGARIAN GOVERNMENT ATTACHES GREAT  
IMPORTANCE TO THIS EXHIBIT, A- ATTESTED BY THE MORE THAN  
500 WESTERN FIRMS WHICH WERE REPRESENTED LAST YEAR.

THE AMERICAN PAVILION WILL COVER APPROXIMATELY 1100 SQ.

METERS OF SPACE. THE CENTRAL PORTION OF THIS AREA --  
ABOUT 600 SQ. METERS -- WILL BE USED FOR A PRESENTATION  
MOUNTED BY THE UNITED STATES INFORMATION AGENCY ON  
AGRICULTURAL TECHNOLOGY IN THE UNITED STATES. SURROUNDING  
THIS CORE EXHIBIT WILL BE 500 SQ. METERS IN THE PAVILION  
AND 900 SQ. METERS OUTSIDE THE PAVILION AVAILABLE FOR  
YOUR COMPANY AND OTHERS TO DISPLAY AGRICULTURAL EQUIPMENT  
OF KNOWN INTEREST TO THE BULGARIANS.

FOLLOWING DISCUSSION WITH BULGARIAN FOREIGN TRADE  
OFFICIALS, WE HAVE CHOSEN MODERN AMERICAN AGRICULTURAL  
TECHNOLOGY AS A THEME WHICH WE BELIEVE WILL PROVIDE  
THE GREATEST INTEREST AND SALES POTENTIAL. BULGARIA HAS  
DECIDED TO INCREASE ITS IMPORTS OF AGRICULTURAL EQUIPMENT  
FROM THE WEST BY MORE THAN 30 PERCENT THIS YEAR, AND I  
BELIEVE THERE IS A SIGNIFICANT MARKET FOR AMERICAN  
PRODUCTS IN BULGARIA.

THE BULGARIAN FOREIGN TRADE ENTERPRISE AGROMASCHINAIMPEX  
HAS RECEIVED AUTHORITY TO PURCHASE CERTAIN TYPES OF  
AGRICULTURAL MACHINERY FROM WESTERN SUPPLIERS. THE  
BULGARIANS ARE PARTICULARLY INTERESTED IN YOUR TREE  
PRUNES AND FRUIT HARVESTERS AND HAVE EXPRESSED THE  
HOPE THAT IT WILL BE ON DISPLAY AT THE FAIR SO THEY MAY  
EXAMINE IT FOR POSSIBLE PURCHASE.

I AM HOPEFUL THAT BY EXHIBITING AT THE PLOVDIV FAIR  
AMERICAN PRODUCERS LIKE YOUR COMPANY CAN MAKE THEIR  
PRODUCTS KNOWN AND AVAILABLE TO THE BULGARIAN MARKET AT  
MINIMUM COST. A REPRESENTATIVE OF THE U.S. GOVERNMENT  
WILL BE CONTACTING YOU SHORTLY TO DISCUSS WITH YOU  
DIRECTLY THE ADVANTAGES OF PARTICIPATION.

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THE UNITED STATES TRADE CENTER IN VIENNA WILL ALSO BE IN  
TOUCH WITH U.S. COMPANIES WHICH HAVE AFFILIATES IN EUROPE.  
IF, IN THE MEANTIME, YOU HAVE QUESTIONS REGARDING  
PARTICIPATION AT PLOVDIV, PLEASE FEEL FREE TO CONTACT  
ME OR MR. S. DOUGLAS MARTIN, DIRECTOR OF THE UNITED  
STATES EAST-WEST TRADE CENTER, 8 PRINZ EUGEN STRASSE,  
1040 VIENNA, AUSTRIA. IF YOU HAVE ANY IMMEDIATE QUESTIONS

CONCERNING PARTICIPATION IN THIS BULGARIAN TRADE FAIR,  
PLEASE CALL MRS. JOANNE B. KAY, DEPARTMENT OF COMMERCE,  
BUREAU OF EAST-WEST TRADE, WASHINGTON, D.C. 20230.  
MRS. KAY'S TELEPHONE NUMBER IS (202) 967-3352.

THE TARGET DATE FOR SIGNING UP COMMERCIAL EXHIBITORS FOR  
OUR PAVILION AT PLOVDIV IS APRIL 26. THE U.S. EAST-WEST

TRADE CENTER IS PREPARED TO SIGN A PARTICIPATION AGREEMENT  
WITH YOUR FIRM TO RESERVE SPACE AT THIS YEAR'S PLOVDIV  
FAIR.

IN ANY CASE, WE LOOK FORWARD TO ADDITIONAL VISITS BY  
REPRESENTATIVES OF YOUR FIRM. END TEXT. (THIS  
PARTICULAR LETTER SENT TO DIRECTOR OF INTERNATIONAL SALES,  
ACKLEY MANUFACTURING COMPANY.)

2. LETTERS TO FIRMS LISTED IN SOFIA 238 AND STATE 42258  
(NOT ON OTHER LISTS) SAME AS TEXT ABOVE EXCEPT FOR THE  
DELETION OF FIFTH PARA (BEGINNING "THE BULGARIAN FOREIGN  
TRADE ENTERPRISE AGROMASCHINAIMPEX...").

3. NAMES OF COMMERCE OFFICERS BACKSTOPPING OPERATION IN  
WASHINGTON ARE RICHARD RICE, JOANNE KAY, ALBERT PLANAGAN,  
CHARLES VAN DER BURGH, AND PILI VERZARIU. EDWIN E.  
SEGALL IS BACKSTOPPING OPERATION IN STATE; GIL CALLOWAY  
AND DAVID PAUL FOR USIA.

4. SEPTTEL DESCRIBES COMMERCE'S PLANS (A) TO FOLLOW UP  
LETTERS WITH TELEPHONE CAMPAIGN HERE, (B) TO WORK WITH  
USIA ON DESIGN OF "CORE" AND COMMERCIAL PORTIONS OF  
EXHIBITION AND (C) TO PROVIDE SUPPORT THROUGH EWTC VIENNA  
AND AMEMBASSY SOFIA ON CONSTRUCTION OF COMMERCIAL PORTIONS  
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OF EXHIBITION AND MARKETING CAMPAIGN IN BULGARIA. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Copy:** SINGLE  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** EESEGALL: D  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
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**TAGS:** BEXP, BU  
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